

# Meagan

Email: hookmeagan@gmail.com | Cell: 317-474-5567 | Website: www.meaganhook.com

## Education

### **Ball State University**

BS in Public Relations  
Minor in Communications

## Recent Employment

### **Dittoe Public Relations**

*March 2017 - February 2018*

#### Account Executive

- Conducted a creative social media campaign which generated 1,000 organic Twitter followers in three weeks
- Increased an overall following of more than 5,500 across all social media platforms in a year for Crew Carwash
- Hosted Facebook Live videos for open house properties for a real estate client averaging an organic reach of 4,000
- Increased a boutique hotel's social media presence by more than 5,200 followers across platforms
- Established a social media presence for Bottleworks Indy and within one month garnered a following of more than 700
- Made and delivered creative media invitations in the form of "Horror Boxes" for the Indy Scream Park 2017 haunted house season garnering national attention
- Created Snapchat Geofilters for several clients with an average of 70% usage across the board
- Garnered 60,069,640 media impressions and \$685,124 worth of publicity value for the entire Indy Scream Park 2017 haunted house season

### **Dittoe Public Relations**

*November 2015 - March 2017*

#### Account Coordinator

- Social media marketing & day to day management of Facebook, Instagram, Twitter and Snapchat for four clients
- Brainstormed and executed strategic media plans based on a client's goals and mission
- Coordinated on a team with all Indianapolis media attending the 2016 Indy Pop Con convention resulting 29 stories/TV segments driving ticket sales
- Garnered 41,477,229 media impressions and \$377,796 worth of publicity value for the entire Indy Scream Park 2016 haunted house season

## Former Employment

### **PlanItPR**

*June 2015 - November 2015*

#### Account Manager

- Media pitched for several clients in the Chicagoland area
- Created and implemented social media marketing campaigns for a non-profit organization
- Managed several client requests per day
- Wrote press releases for local Chicago retail businesses
- Coordinated print and TV interviews which moved the needle for client sales

## Skills

### *Sprout Social*



### *Google Analytics*



### *Media Pitching/Press Release Writing*



### *Wordpress*



### *Search Engine Optimization*



### *Event Planning*



### *Adobe Creative Suite Products*



References available upon request